

Station	WPGH-TV PITTSBURGH, PA	Agency	() SRCP MEDIA	Rep Firm	
Advertiser	() POLITICAL		201 NORTH UNION ST, SUITE 200	Sales Office	() WASHINGTON
Product	RAJA FOR STATE SENAT		ALEXANDRIA, VA 22314	Salesperson	() KATHRYN SARDINSKY
Estimate#	303	Agency C/P1/P2/E	36/91/303		
Buyer	Betsy Vonderheid	Flight Dates	09/28/2012 - 10/04/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/01-10/04	10P-11P	NEWS	:30	\$750.00	M-TH	4	1	4	\$3,000.00
2	10/01-10/04	6P-630P	BIG BANG	:30	\$600.00	M-TH	4	1	4	\$2,400.00
3	09/28-09/28	10P-11P	NEWS	:30	\$700.00	F	1	1	1	\$700.00
4	09/28-09/28	6P-630P	BIG BANG	:30	\$500.00	F	1	1	1	\$500.00
5	10/01-10/02	11P-1130P	SEINFELD	:30	\$150.00	M-TU	1	1	1	\$150.00

---REPORT TOTALS---

Report Totals: 11 / \$6,750.00

---SALES MONTHLY TOTALS---

Sep 12:	2 / \$1,200.00	Oct 12:	9 / \$5,550.00
Sales Totals: 11 / \$6,750.00			
Station Totals: 11 / \$6,750.00			
Lines not sent/rcld/rtrn: 0 / \$0.00			

---COMPETITIVE---

Market Totals	\$96,429	CABL	0%	KDKA	35%	UNKN	0%	WPCW	0%	WPGH	7%
		WPMY	0%	WPXI	28%	WTAE	30%				

Station

WPGH-TV PITTSBURGH, PA

Advertiser

() POLITICAL

Product

RAJA FOR STATE SENAT

Estimate#

303

Buyer

Betsy Vonderheid

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Fax#

Agency

() SRCP MEDIA

201 NORTH UNION ST, SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E

36/91/303

Flight Dates

09/28/2012 - 10/04/2012

Hiatus Weeks

Rep Firm

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() WASHINGTON

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202-955-5342

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Books

null

Demos

RA35+